



SKAGEN LAUNCHES SUSTAINABLE COLLECTION AND UNVEILS PARTNERSHIPS WITH SAVE THE WAVES AND CLED FOR EARTH MONTH

Skagen's Grenen Ocean Limited Edition watch will release in tandem with a minimum \$25,000 donation to Save The Waves Coalition in 2022.

Richardson, Texas – April 18, 2022 – Skagen (pronounced skay·gn), the Scandinavian design-inspired watch and jewelry brand, is proud to announce a new sustainable mission statement critical to its brand ethos: “Skagen. Sustainability for People and Planet.” In conjunction with this, the brand is proud to debut three new watches and jewelry collections sourced with more sustainable materials. From pro-planet limited editions to sustainable iconic products, there is something for everyone to enjoy and feel good about wearing. In a significant effort to use materials that are more sustainable within 90% of the traditional watch assortment by the end of the year, Skagen is committed to pro-planet innovation and partnering with organizations shaping the path towards a more accessible and sustainable future.

This year, Skagen is partnering with [Save The Waves Coalition](#)—an international nonprofit that collaborates with diverse organizations dedicated to protecting surf ecosystems. Save The Waves Coalition aims to protect surf ecosystems worldwide by creating [protected areas](#) through its flagship World Surfing Reserve program and Surf Protected Area Networks.

“The goal of the partnership between Skagen and Save The Waves is to highlight the important role we all play in protecting coastlines and surf ecosystems worldwide, especially in the light of climate change,” says Nik Strong-Cvetich, Chief Executive Officer of Save The Waves Coalition. “Brands like Skagen not only help us raise awareness and provide people the tools they need to take action, but they also walk the walk on sustainability. Our collaboration is a reflection of these mutually held core values”.

Skagen has long been committed to making positive change and progress within the accessories and watches space, and its newest more sustainable watch offering, Grenen Ocean, designed with #tide ocean material®—which upcycles ocean-bound

plastic waste and transforms it into a premium second-life raw material—showcases the brand’s overall innovation and commitment to a more responsible form of production. The eco-friendly timepieces cases and bracelets in the 37mm styles are made by combining 100% ocean-bound plastics with fiber for reinforcement. The ocean-bound plastics are collected and transformed, in part by renewable energy, into #tide granules, which are then repurposed into durable plastic and used to manufacture the cases and bracelets of these stunning, pro-planet watches. Most styles also feature Japanese solar movements that continuously charge in indoor and outdoor light and hold up to a 6-month power reserve (depending on the style), making them a more sustainable selection. The smaller, 26mm *Lile* style features a #tide bracelet and at least 50% recycled stainless steel case. This collection will be available beginning April 18, 2022, with prices ranging from \$175-\$195

Additionally, the Grenen collection features the Ocean Limited Edition watch, which features a textured blue wave dial, case, and bracelet in durable #tide ocean material® for a fresh and sporty look. The upcycled material is created from 100% ocean-bound plastics with fiber for reinforcement, giving waste a second life on your wrist. **This 300 piece limited edition watch will be available on April 18, 2022, released in tandem with a minimum \$25,000 donation to Save The Waves Coalition in 2022.**

"This style represents a great pairing of Danish design and Skagen's sustainability efforts. We wanted the material to be the focal point, so it was important to use the right platform. Grenen is just that: clean lines, lightweight, and extremely wearable. That simplicity allows the materials to shine. This style continues our commitment to do better with the addition of solar movement." Ian Miller, Skagen Creative Director

Lastly, Skagen is set to unveil its first-ever sustainable jewelry collection through a partnership with **CLED**—a jewelry brand that uses discarded resources like glass bottles and repurposes them into new treasured objects to reduce the environmental impact that doesn’t sacrifice quality or design. CLED ® stands for Conscious Lifestyle Earth Friendly & Ethical Design, and like Skagen, the brand values transparency in all aspects of how they do business.

“We wanted to create jewelry that not only looked good but crafted to ‘do good,” says Halle Millen Skagen, Associate Creative Director. The four-piece earring collection draws inspiration from sea glass found throughout Denmark due to its organic shape and coloration. Each piece is unique, no two are the same, due to the recycled glass used. CLED's signature packaging is co-branded for this product and made with

recycled content and environmentally-friendly inks. This stylish and more sustainable collection will be available for purchase starting on April 11, 2022.

For more information on the Earth Month collection launches, please visit www.skagen.com. To learn more about Skagen's Sustainability efforts, please click [here](#). Follow [@skagendenmark](#) to stay up to date on current and future launches.

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Skagen

At Skagen, sustainability and timelessness are at the forefront of our eco-friendly design process, creating pieces to last a lifetime — with people and the planet in mind. We recognize the significance of our partnerships, suppliers, and material use and celebrate our selections — solar movement, planet-friendly leather, and upcycled/recycled materials. Sustainability isn't a choice; it's a lifestyle. Let's live it.

#tide

Tide Ocean SA collects plastic waste from the Ocean, along coastlines and uncontrolled landfills. In cooperation with scientists at the Swiss University of Applied Sciences in Rapperswil, Tide Ocean SA has found a solution to how the damaged plastic can be repaired and upcycled into high-quality granules and yarns for new sustainable products.

For this achievement in circular economy, #tide was honored with the German Materialica Design & Technology Award 2019, the Swiss Plastics Sustainability Award 2020 and the Hongkong International Business Award. In its first two years of business, #tide has already upcycled more than 25 million plastic bottles.

Save The Waves Coalition

Save The Waves Coalition is an international nonprofit working with diverse organizations to protect surf ecosystems.

CLED

Conscious. Lifestyle. Earth Friendly & Ethical Design.

Founded by Seulye Jo, the brand is on a mission to disrupt how design can make a big impact, with a smaller footprint, by upcycling unlimited resources to create sustainable beauty.